

Land use refers to the physical patterns of activities and functions within an area. Traffic demand in a given area is, in part, attributed to adjacent land use. For example, a large shopping center typically generates higher traffic volumes than a residential area. The spatial distribution of different types of land uses is a predominant determinant of when, where, and to what extent traffic congestion occurs. The travel demand between different land uses and the resulting impact on traffic conditions varies depending on the size, type, intensity, and spatial separation of development. Additionally, traffic volumes have different peaks based on the time of day and the day of the week. For transportation planning purposes, land use is divided into the following categories:

- Residential: Land devoted to the housing of people, with the exception of hotels and motels which are considered commercial.
- Commercial: Land devoted to retail trade including consumer and business services and their offices; this may be further stratified into retail and special retail classifications. Special retail would include high-traffic establishments, such as fast food restaurants and service stations; all other commercial establishments would be considered retail.
- Industrial: Land devoted to the manufacturing, storage, warehousing, and transportation of products.
- Public: Land devoted to social, religious, educational, cultural, and political activities; this would include the office and service employment establishments.
- Agricultural: Land devoted to the use of buildings or structures for the raising of non-domestic animals and/or growing of plants for food and other production.
- Mixed Use: Land devoted to a combination of any of the categories above.

Anticipated future land development is, in general, a logical extension of the present spatial land use distribution. Locations and types of expected growth within the planning area help to determine the location and type of proposed transportation improvements.

Rockingham County primary anticipates growth in areas designated as “Urban Transition” or “Economic Development,” which is depicted in Figure 7. These areas tend to be either in or near the extraterritorial jurisdiction of the county’s municipalities, along a major route, or near another major land use. Significant overall growth is expected in these areas, while significant residential growth is expected in the southern part of the county.